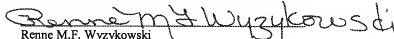


PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

I hereby certify that this correspondence is being electronically filed with the United States Patent and Trademark Office on November 13, 2007 at or before 11:59 p.m. Pacific Time under the Rules of 37 CFR § 1.8.


Renne M.F. Wyzkowski

Applicant : Thomas P. Ivanyi Confirmation No. 9772
Application No. : 09/944,348
Filed : August 31, 2001
Title : SYSTEM AND METHOD FOR MEASURING AND STORING
INFORMATION PERTAINING TO TELEVISION VIEWER OR USER
BEHAVIOR
Grp./Div. : 2623
Examiner : John R Schnurr
Customer No.: 23363
Docket No. : 57547/A719

**NOTICE OF APPEAL FROM THE PRIMARY EXAMINER
TO THE BOARD OF PATENT APPEALS AND INTERFERENCES**

Mail Stop AF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Post Office Box 7068
Pasadena, CA 91109-7068
November 13, 2007

Commissioner:

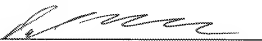
Applicant hereby appeals to the Board of Patent Appeals and Interferences from the Office action dated May 17, 2007 of the Primary Examiner's final action of claims 29-88.

☒ A Petition for Extension of Time and the fee are enclosed.
☒ Please charge our Deposit Account No. 03-1728 for \$255.00 to cover the fee for this appeal.
_____ A Small Entity Claim is enclosed.
_____ No fee is required for this Notice of Appeal because the fee was paid in a prior appeal.

The Commissioner is hereby authorized to charge any fees under 37 CFR 1.16 and 1.17 which may be required by this paper to Deposit Account No. 03-1728. Please show our docket number with any charge or credit to our Deposit Account. **A copy of this letter is enclosed.**

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By 
Daniel M. Cavanagh, Reg. No. 41,661
Telephone: 626/795-9900